



Telephone
RIVERSIDE 6-8469

THE PHOTOGENIC MACHINE COMPANY

Complete Lighting Equipment

FOR PORTRAIT AND COMMERCIAL STUDIOS

21 OLIVE STREET • YOUNGSTOWN 1, OHIO

INDUSTRIAL PHOTOGRAPHY
TED NELSON SYSTEMS ENGR
INTERLOCKING SYSTEMS CO
BOX 1546
POUGHKEEPSIE N Y 12603

In compliance with your inquiry of *July 7, 1961* we are glad to send you literature pertaining to Photogenic Professional Photographic Lighting Equipment which we trust you will find to be of interest. If you desire detailed information concerning any particular item, please do not hesitate to write us.

Photogenic Lighting Equipment is the result of many years' experience gained through our close contact with professional photographers everywhere. In considering the choice of any item of Photogenic Equipment you can be assured that it is designed to provide the utmost in efficiency in its respective application.

In the manufacture of Photogenic Equipment, only the best component parts available are used. Careful workmanship by skilled craftsmen enters into every part of this equipment which has been designed to make your work more pleasant by placing in your hands lighting equipment which you may justly be proud to have in your studio.

Photogenic Lighting Equipment is sold in your locality by

(see attached sheet)

We are taking the liberty of advising them that you are interested and are asking them to contact you and make arrangements for you to purchase your lighting requirements at this time.

Thanking you for your kind inquiry and trusting that we may be of service to you, we are

Yours very truly,

PHOTOGENIC MACHINE COMPANY

L. A. Umbach
(by)

L. A. Umbach

LAU/ck

AUTHORIZED PHOTOGENIC DEALERS

February 1964

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